

## **Reduce Printing to an Art**

Printing as a means of mass duplication of a work to facilitate distribution should die. The paper book will live as a method of delivering knowledge to humans, but the mass distribution of books should stop.

Electronic distribution should replace it. Today, newspapers are electronically transmitted to numerous local printing centers. From there it is physically distributed to the public. The electronic distribution became advantageous due to speed and cost of distribution changes of the electric wire. Take this distribution further and we have a system of Wide Area Information Servers (WAIS). The last time there was such a dramatic reduction in the cost of production and distribution of knowledge was the printed book. With the printed book came a renaissance. People could create and distribute their intellectual work easily and cheaply. Electronic distribution is just as dramatic. We are installing the means for the next Renaissance.

Printing will have a useful role as an art rather than an industry. Obsolete technologies often become art forms:

Painting after the photograph,  
manuscript after the printing press,  
printing presses after digital communications.

**Reduce Printing to an Art!  
Bring on the next Renaissance!**